



Euromonitor  
International

# Unveiling Transformative Megatrends in Latin America

May 2025

## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Navigating Euromonitor's megatrends framework for Latin America

## INTRODUCTION

Impact of megatrends drivers on Latin America

Euromonitor's Megatrends Quantification Model highlights key trends to prioritise

## DIGITAL LIVING IN LATIN AMERICA

As connectivity expands, Latin American consumers are embracing digital solutions

Expanding internet access and young population are fuelling Digital Living in Latin America

Fintechs and the development of AI and AR/VR will drive adoption of digital solutions

Colombian clothing brand enters metaverse to boost personalisation through gamification

COPEC super app: An example of innovation and digitalisation in a traditional industry

Recommendations: How to win

## SHOPPER REINVENTED IN LATIN AMERICA

Social media and technology drive the shifts observed in shopping habits

## SHOPPER REINVENTED IN LATIN AMERICA

E-commerce is redefining the shopping experience for consumers across Latin America

## SHOPPER REINVENTED IN LATIN AMERICA

Balancing act: The continued importance of in-person shopping in a digital age

## SHOPPER REINVENTED IN LATIN AMERICA

Pickup Coffee offers affordable prepared beverages through a mobile app

Atmos: A sportswear brand offering unique stores with activity areas and co-working spaces

## SHOPPER REINVENTED IN LATIN AMERICA

Recommendations: How to win

## CONVENIENCE IN LATIN AMERICA

The convenience revolution: How Latin America is embracing ease and immediacy

Expectations around convenience rise as lifestyle factors drive needs

Access, transaction and possession: Key drivers of convenience in modern consumers

VidaVeg and Mãe Terra collaboration embraces snackification for healthy convenience

Rappi drives loyalty through the convenience of the all-in-one concept

Bluma brings beauty and wellness services to homes, airports and companies

Recommendations: How to win

## PURSUIT OF VALUE IN LATIN AMERICA

Price and quality should go hand in hand for Latin American consumers

Shopping behaviour changes and business response in an inflation-hit Latin America

Wiser Wallets: How Latin Americans are redefining smart spending

Cheaf offers short-dated products at a discount to make them accessible

Quilmes freezes price in Argentina and offers free beer in exchange for bottles

Private label Cuisine&Co launches premium ice cream in Chile at an affordable price

## PURSUIT OF VALUE

Recommendations: How to win

## CONCLUSION

Opportunities for growth

## CONCLUSION

Questions we are asking

## APPENDIX

Megatrends definitions

Euromonitor innovation

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/unveiling-transformative-megatrends-in-latin-america/report](http://www.euromonitor.com/unveiling-transformative-megatrends-in-latin-america/report).